



InfraStructures

2027 MEDIA KIT

ONLINE SINCE 1996, NOW EXCLUSIVELY DIGITAL

www.infrastructures.com

CANADA'S EQUIPMENT MAGAZINE

SUMMARY • 2027 Advertising Rates (in Canadian dollars)

Standard Ad sizes	Custom sizes also available
1 page	\$ 1,750
2/3 page	\$ 1,150
1/2 page (island)	\$ 850
1/2 page (vertical or horizontal)	\$ 850
1/3 page (column or square)	\$ 575
1/4 page (vertical or horizontal)	\$ 450
Business card	\$ 175
Cover 2 or 3	\$ 2,500
Cover 4	\$ 3,250

Circulation: is sent by email to over 25,000 subscribers (17,000 English and 8,000 French). Our e-mailing list is constantly updated.

Frequency: 10 times/year.

Editorial content: news releases and technical articles on subjects related to construction, public works, natural resources and other sectors of the industry.

Readers are executives and fleet managers using machinery and specialized equipment. Furthermore, InfraStructures reaches decision-makers in public works departments at the municipal, regional, provincial and federal levels, building materials outlets, mines and quarries, rentals as well as other associated domains.

Technical: InfraStructures is published in standard PDF and HTML formats, easily downloadable for on-line or off-line reading.

Preferred file format: Acrobat “press optimized” .pdf files are usually the least troublesome format. Other formats with fonts and images embedded may work as well. Please call us before sending your material. All ads should be submitted with a proof.

Specifications:

Trim size: 8 1/4 x 10 3/4 in. (210 x 275 mm)
Text size: 7 1/4 x 9 5/8 in. (185 x 245 mm)
Bleed size: 8 1/2 x 11 in. (215 x 280 mm)

Please allow 1/4 in. (5 mm) from trim on all sides for live material.

Sizes	width	x	height
1 page	: 7 1/4 in. (185 mm)	x	9 5/8 in. (245 mm)
2/3 page	: 4 5/8 in. (115 mm)	x	9 5/8 in. (245 mm)
1/2 page (v)	: 3 5/8 in. (92 mm)	x	9 5/8 in. (245 mm)
1/2 page (i)	: 4 3/4 in. (120 mm)	x	7 1/2 in. (190 mm)
1/2 page (h)	: 7 1/4 in. (185 mm)	x	4 7/8 in. (125 mm)
1/3 page (v)	: 2 1/4 in. (57 mm)	x	9 5/8 in. (245 mm)
1/3 page (h)	: 4 3/4 in. (120 mm)	x	4 7/8 in. (125 mm)
1/4 page (v)	: 3 1/2 in. (89 mm)	x	4 7/8 in. (125 mm)
1/4 page (h)	: 7 1/4 in. (185 mm)	x	2 3/8 in. (60 mm)

Other formats are available, please call us for any special request.

Translation services: we offer translation services to our advertisers at affordable rates, please call us.

Advertising on www.infrastructures.com:

InfraStructures has been on-line since August 1996. Over the years, the reputation of our website has grown to become one of the best in the business.

Our “Links” and “Archive” pages are probably the most useful. InfraStructures’ website contains more than 1,300 links to other industry websites and all the editorial content published in InfraStructures is easily available and highly visible to major search engines.

Advertising on specific editorial pages is also possible.

We accept most standard banner ads formats. Please include any coding necessary for tracking purposes.

Do not hesitate to call us with any specific question.

4330 Saint-Hubert Street, Montreal, QC H2J 2W7
www.infrastructures.com
editor@infrastructures.com

Montreal: (514) 233-1295 • montreal@infrastructures.com
Toronto: (416) 795-1295 • toronto@infrastructures.com
Atlantic: (506) 226-2289 • atlantic@infrastructures.com



Introduction

InfraStructures has been published since 1995. Over the years, it has established itself as Canada's leading publication for users of heavy machinery and specialized equipment in construction, public works and natural resources.

Published in both English and French and distributed all over the country, InfraStructures is the **FIRST** and **ONLY** "NATIONAL" magazine of the industry in Canada.

Editorial focus

InfraStructures focuses on new technologies, products and other news related to the industry with an emphasis on the state of the industry in Canada.

Whenever possible we arrange articles and news releases of common subjects to better serve the needs of our readers.

Some topics, such as snow removal equipment and technologies, have generated enough enthusiasm to be featured in an annual issue.

We invite you to send us any news release that could be of interest to our readers. We reserve the right to publish them at our discretion.

Important dates to remember...

<i>Issue</i>	<i>Deadline</i>	<i>Publication date*</i>
December/January	December 15	first week of January
February	January 20	second week of February
March	February 25	second week of March
April	March 30	third week of April
May	May 10	last week of May
June/July	June 10	last week of June
August	July 25	second week of August
September	August 30	second week of September
October	October 10	third week of October
November	November 10	last week of November

** Publication dates are approximative and depend in a large part on the busy trade show schedule. Any time sensitive advertising, regarding an event or a precise date, should take that into account. It is possible to minimize potential problems by communicating with us well in advance. We may be able to adjust our production schedule to accommodate the specific needs of an advertiser.*

Geographical breakdown

InfraStructures is distributed all over Canada. Since most of the population is concentrated in the Eastern region this is where most of our readers are located.

Because users of heavy machinery and specialized equipment often work far away from the larger cities, we also have an impressive number of subscribers in less populated areas such as in the resources-rich Northern Regions.



Our stories reflect the diversity of our readership and geographical coverage. We work hard to find articles and news that users of heavy machinery and specialized equipment can relate to, wherever they are or whatever they do.

InfraStructures covers everything from Mining to Municipal.

Our subscription base is ever growing as more people come to rely on InfraStructures' **unique coverage** of the industry.

InfraStructures is also the **only bilingual** magazine in the trade.

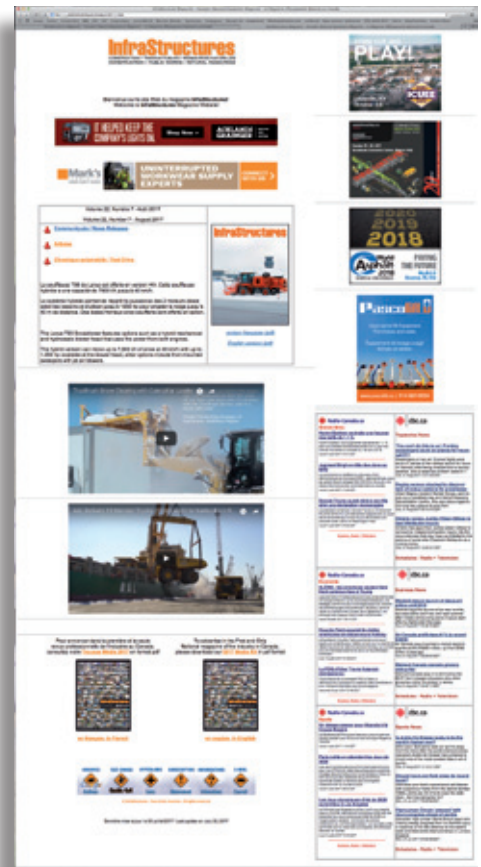
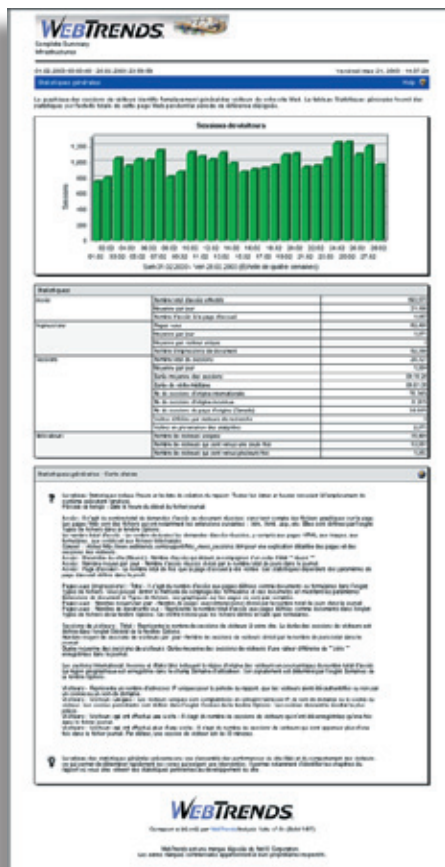
Internet

All the editorial content of *InfraStructures* published since August 1996 is available on the Web.

At the time, **www.infrastructures.com** was the first website for a magazine in the trade to offer its content to all internet users.

With well over 1,300 links to other industry sites, and hundreds of pages of technical articles and information, **www.infrastructures.com** is used as a search tool by many.

www.infrastructures.com averages over 1,000 visits daily, from internet users from Canada and across the world, with each visitor staying on the site for over ten minutes and seeing three pages.



The website is simple. It works well on a low bandwidth connection. It is compatible with smartphones and other handheld devices which makes it useful to workers in the field.

www.infrastructures.com is well referenced on major search engines. Keyword searches often bring articles from InfraStructures near the top of the query results.

An integrated search engine facilitates recovery of past articles and gives the opportunity to extend the search to the whole Web.

The possibilities to promote and advertise your goods and services on **www.infrastructures.com** are almost endless...

Please contact us to discuss your plans.

Testimonials

InfraStructures reaches your customers...

"Our decision to use Infrastructures magazine is simple. The product is designed for our client base and it reaches the decision makers. Our industry is very specific, construction, road maintenance and snow removal. People look forward to the next issue because they want to stay informed about new trends and technology."

*David Robichaud
J. A. Larue Inc.*



"Nous avons choisi le magazine InfraStructures pour rejoindre les utilisateurs de camions à vocation spécialisée. Depuis dix ans, la part de marché des transmissions automatiques Allison s'est accrue de façon très significative, notamment dans l'industrie de la construction."

*Jean-François Aussillou
Allison Transmission*

(Allison Transmission chose InfraStructures to reach contractors using heavy-duty trucks)

"Le magazine InfraStructures présente toujours des chroniques et des articles intéressants. Nous apprécions la belle présentation et la qualité des informations."

*Luc Fréchette
André & Luc Fréchette Inc.*

(Heavy-duty truck owners read InfraStructures for its regular features and articles)



"Je lis le magazine InfraStructures pour me tenir au courant des dernières nouvelles de l'industrie."

*Jean-Christophe Labruguière, ing.
(Engineers read InfraStructures to keep up with industry news. They often send us reports on their projects and methods)*

“InfraStructures m’intéresse car c’est le seul magazine publié en français qui nous informe sur les nouvelles tendances dans le domaine de l’équipement pour travaux publics.”

Michel Stelato

Ville de Montréal

(InfraStructures reaches almost all municipal public works departments in Canada, including small communities and remote regions often neglected by other media)



“Notre budget de publicité est limité, InfraStructures nous permet de maximiser chaque dollar dépensé.”

Richard Pharand

RNP Industries Inc.

(InfraStructures helps small manufacturers maximize the results they get from their advertising expenditures)



“Je lis le magazine InfraStructures pour me tenir au courant des nouvelles de l’industrie.”

Jean-Marc Turcotte

Location Turbo

(InfraStructures is read by owners and managers of equipment rental outlets)



“Le magazine InfraStructures m’intéresse pour ses nombreux articles et nouvelles sur les camions spécialisés et l’équipement de manutention.”

Jean-Louis Faucher

Ressorts Déziel Inc.

(InfraStructures is read by owners and managers of independent repair shops)



InfraStructures

reaches more users of heavy machinery
and specialized equipment
than any other publication in Canada.

now available in digital form exclusively on the
www.infrastructures.com website.

Editorial Calendar

December/January	concrete and demolition... deadline December 15
February	a foretaste of Spring events... deadline January 20
March	equipment for earthmoving and road construction, including asphalt paving... deadline February 25
April	public works and pavement maintenance... deadline March 30
May	report on Industry Events... deadline May 10
June/July	mechanical components, engines, drivetrains and undercarriages... deadline June 10
August	snow removal equipment, winter maintenance... deadline July 25
September	equipment for the utilities sector, cranes, aerial work platforms and materials handling... deadline August 30
October	waste collection, reclamation and recycling... deadline October 10
November	landscaping and compact equipment... deadline November 10



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